

AMENDMENTS TO CLAIMS

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1-16. (Cancelled).

17. A machine-implemented method, comprising:

storing, remote to a client, user specific data that reflects one or more user interests of a user, wherein said user specific data is collected using a search website that provides searching functionality;

retrieving a set of sponsored content based, at least in part, on said user specific data; and

integrating said sponsored content into a display generated by one of: an email client, an instant messaging client, and a website other than said search website.

18. The method of Claim 17, wherein said user specific data includes a word or phrase upon which the user search for using said search website.

19. The method of Claim 17, wherein said sponsored content has a higher priority on said display than other content on said display.

20. The method of Claim 17, wherein said step of integrating said sponsored content into a display comprises:

displaying said sponsored content on said display using a characteristic of pre-existing content on said display, wherein said characteristic includes one

or more of the following: a design of said pre-existing content, a motif of said pre-existing content, an organization of said pre-existing content, and a layout of said pre-existing content.

21. The method of Claim 17, wherein said step of integrating said sponsored content into a display comprises:
displaying, at least a portion of, said set of sponsored content when displaying one or more email messages in an email client.
22. The method of Claim 21, wherein the display of said one or more email messages comprising the display of said sponsored content is visually separated from the display of other email messages in said email client.
23. The method of Claim 17, wherein said step of integrating said sponsored content into a display comprises:
displaying, at least a portion of, said set of sponsored content on a website other than said search website.
24. The method of Claim 23, wherein the portion of sponsored content displayed on said website is displayed using the same design, motif, organization, or layout as other text on said website.
25. The method of Claim 23, wherein the portion of sponsored content displayed on said website is a banner advertisement.
26. A machine-readable medium carrying instructions, which when executed by one or more processors, causes a machine to perform the steps of:

storing, remote to a client, user specific data that reflects one or more user interests of a user, wherein said user specific data is collected using a search website that provides searching functionality;
retrieving a set of sponsored content based, at least in part, on said user specific data; and
integrating said sponsored content into a display generated by one of: an email client, an instant messaging client, and a website other than said search website.

27. The machine-readable medium of Claim 26, wherein said user specific data includes a word or phrase upon which the user search for using said search website.
28. The machine-readable medium of Claim 26, wherein said sponsored content has a higher priority on said display than other content on said display.
29. The machine-readable medium of Claim 26, wherein said step of integrating said sponsored content into a display comprises:
displaying said sponsored content on said display using a characteristic of pre-existing content on said display, wherein said characteristic includes one or more of the following: a design of said pre-existing content, a motif of said pre-existing content, an organization of said pre-existing content, and a layout of said pre-existing content.
30. The machine-readable medium of Claim 26, wherein said step of integrating said sponsored content into a display comprises:

displaying, at least a portion of, said set of sponsored content when displaying one or more email messages in an email client.

31. The machine-readable medium of Claim 30, wherein the display of said one or more email messages comprising the display of said sponsored content is visually separated from the display of other email messages in said email client.
32. The machine-readable medium of Claim 26, wherein said step of integrating said sponsored content into a display comprises:
displaying, at least a portion of, said set of sponsored content on a website other than said search website.
33. The machine-readable medium of Claim 32, wherein the portion of sponsored content displayed on said website is displayed using the same design, motif, organization, or layout as other text on said website.
34. The machine-readable medium of Claim 32, wherein the portion of sponsored content displayed on said website is a banner advertisement.